They must have confidence in the future of our industry.

These are but a few examples of how basic the tobacco industry is to every aspect of our society. We do not believe all these people, all across the nation, are involved in a conspiracy against the well-being of anyone. I believe they are as responsible as anyone else.

Assistance welcomed

The pattern of growth in our industry and the success we enjoy also brings with it a greater sense of responsibility. We are aware of this responsibility and accept it. We are continually working to improve our products in every way. We welcome constructive assistance from all sources—government as well as private. There is no reason to believe that with our capacity for scientific and technological innovation we cannot continue to make progress.

Smokers throughout the world know the integrity and quality of American cigarettes. We have grown, manufactured and sold products of the highest quality since the beginning of our industry.

We have spent many years building our reputation. The quality of tobacco we grow in this country enjoys a high reputation everywhere.

The Good Lord in his infinite wisdom saw fit to create here, in the United States, a unique combination of soil, climate and intelligent population. These factors combine to produce tobaccos that have not yet been duplicated anywhere in the world!

I believe that the outcome of this controversy will result in benefits for all parties concerned with this issue. Through continuing efforts in scientific investigation we are learning more about tobacco and filtration than the world has ever known. An unprecedented number of scientific institutions and individuals are now involved in this question.

The tobacco industry heartily supports this effort. We are anxious that every shred of evidence or alleged evidence be investigated to the fullest.

Faith in results

At Philip Morris our position has long been clear. We have faith in the results that will come from these efforts.

You have heard reports about declining sales in the cigarette industry. We estimate at this time, that domestic sales for 1968 will be approximately equal to those of last year.

Even though my own company is some nine per cent ahead of our record of a year ago, all of us are naturally concerned. The industry is not moving ahead in its traditional pattern. We must remember, however, these figures do not include more than one million American servicemen stationed overseas.

In this country, the cigarette industry is a relatively mature industry—we cannot always expect the percapita consumption of cigarettes to continue to increase at the same rate.

Some years ago we determined that great growth opportunity exists in international sales—in the rest of the world where people want American cigarettes but haven't always been able to afford them. Today, with increasing affluence around the world, they *are* able to buy them.

It is encouraging to note that the export of American cigarettes in 1968 is up approximately two billion units over last year. This amounts to an increase of 8.8 per cent. These figures should give us confidence, because they obviously reflect international demand for our products.

Concern for people

You and I know the people in the tobacco industry. We seek no profit at the expense of, or detriment to, our fellow citizens. We yield to no one in our concern with the welfare of the American people.

In summing up, the three key words are *care—cooperation*—and *confidence*.

We ask the exercise of reasonable *care* from those in a position to influence public opinion.

The tobacco industry offers *cooperation* with government and all other responsible agencies who are seriously interested in finding an answer to the health charges. We would like more information to be discovered. Only in that way can we have the needed answers.

Let us not find a "Government Answer." Let us not find an "Industry Answer." Let us find the truth!

We can then, all of us, look forward to the future with renewed *confidence*. □

November 29, 1968

1002403250

Youngstown Vindicator
YOUNGSTOWN, OHIO
D. 99,776 SUN. 154,761

OCT 28 1968

$69,000 in Cigarettes Stolen with Truck

(Vindicator State Wire)

CLEVELAND — A Mack truck and trailer loaded with 8,364,000 Philip Morris cigarettes were stolen over the weekend. The FBI is investigating because it was an interstate shipment.

The 679 cases of cigarettes were in the truck-trailer rig parked at the loading dock of the Hennis Freight Line here after arriving from Winston-Salem, N.C.

The cigarettes were valued at $69,000 and the rig at about $4,000.

1002403250A

Oregon Journal
PORTLAND, ORE.
D. 142,517 SAT. 135,513

NOV 4 1968

NEWSMAKERS

Sandy Student Wins Scholarship To USC

THOMAS J. AMACHER, of Sandy, a student at Eastern Washington State College, has received a one year Philip Morris, Inc., scholarship to the University of Southern California. Amacher is a business administration major who has worked at Williams Thriftway Store in Sandy for the past three years. The grant was awarded for study in the Food Distribution Program, School of Business Administration, at USC.

1002403250B

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Source: https://www.industrydocuments.ucsf.edu/docs/akjk0000